



Program Roll-Up

Oct 1, 2024 - Sep 30, 2025



Program	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	4,363	1,910	5,342	66.64%
Army Family Action Plan	5,211	2,434	6,062	65.56%
Army Family Web Portal	1,397	595	1,608	70.9%
Army Volunteer Corps	17,021	10,688	20,048	69.52%
Exceptional Family Member Program	35,663	24,566	46,935	58.38%
Information and Referral	4,926	1,963	5,463	75.47%
MD&SSO	8,497	4,447	10,125	63.5%
Relocation Readiness	17,039	9,556	21,618	65.45%
Survivor Outreach Services	10,901	7,784	13,215	59.04%
Soldier and Family Assistance Center	6,490	2,477	7,612	75%



Program Roll-Up

Oct 1, 2024 - Sep 30, 2025



Employment Readiness	Total Users	New Users	Sessions	Engagement Rate
Employment Readiness Program	234,498	136,774	300,778	67.49%
Army Spouse Employment, Career and Education Information	20,257	1,704	26,539	84.57%
Family Advocacy Program	Total Users	New Users	Sessions	Engagement Rate
Family Advocacy Program	38,836	24,472	50,434	58.28%
New Parent Support Program	7,125	3,523	9,410	60.49%
Victim Advocacy Program	5,280	2,978	6,459	61.74%
Financial Readiness Program	Total Users	New Users	Sessions	Engagement Rate
Financial Readiness Program	39,249	21,814	52,915	61.97%
Army Emergency Relief	23,477	13,543	33,661	62.47%



ARMY MWR

Army Community Service

Views
832,616

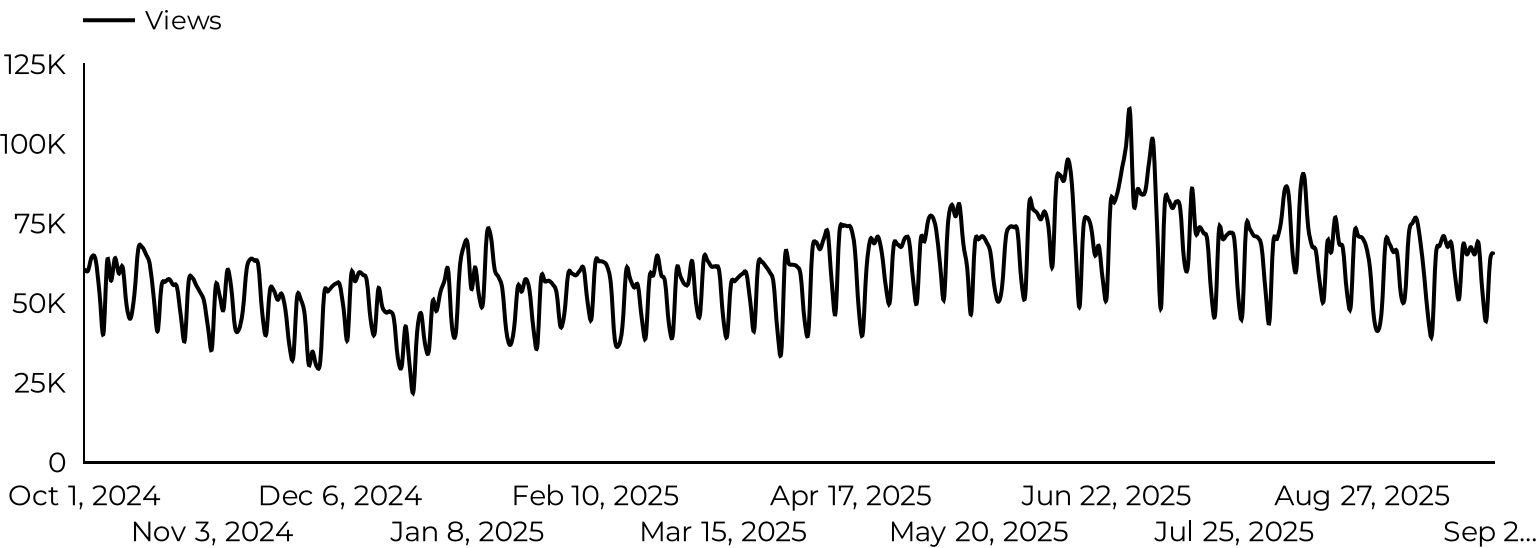
Visits (pageviews) to
your page

Engagement rate
60%

User Activity Level

Total users
439,935

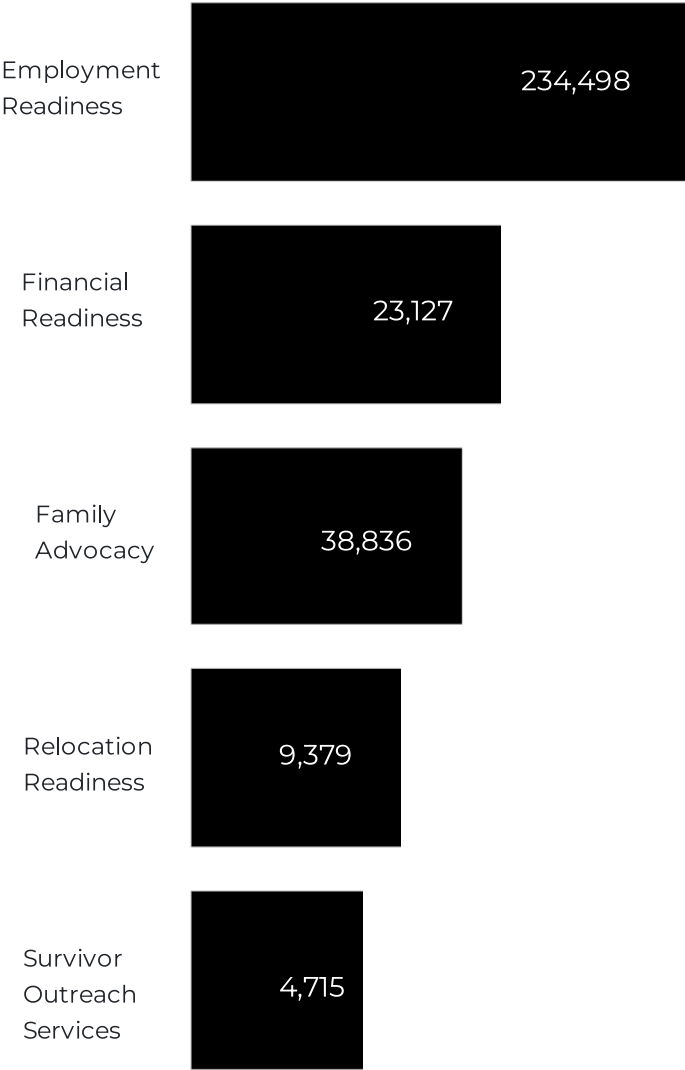
The total number of users
who visited your website



Visits from social media.

Social Media	Total users ▾
Facebook	12,958
X	637
Instagram	144
LinkedIn	118
YouTube	14
Reddit	5

What programs are
users visiting?





Views

1,776

↑ 97.8%

Sessions

2,411

↓ -0.3%

Total users

2,103

↓ -3.9%

New users

1,910

↓ -31.4%

Avg. Session Time

02:08

↑ 4.2%

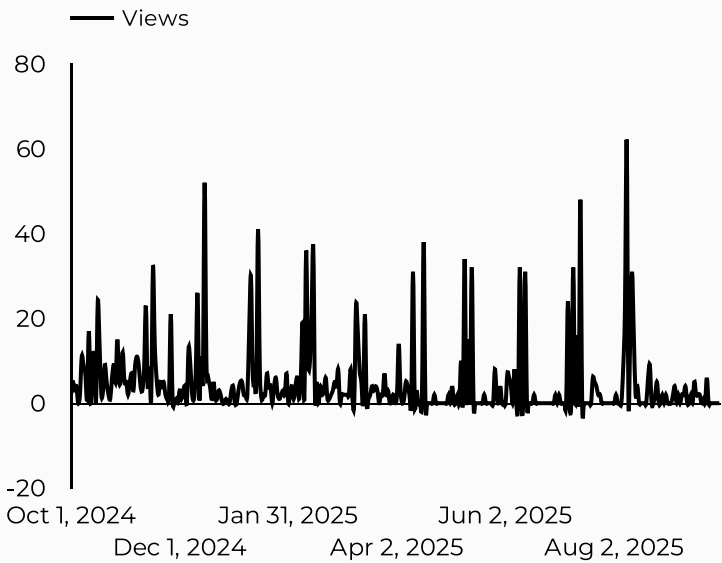
Engagement rate

67%

↑ 5.8%

Compared Y-o-Y

How is site traffic trending?

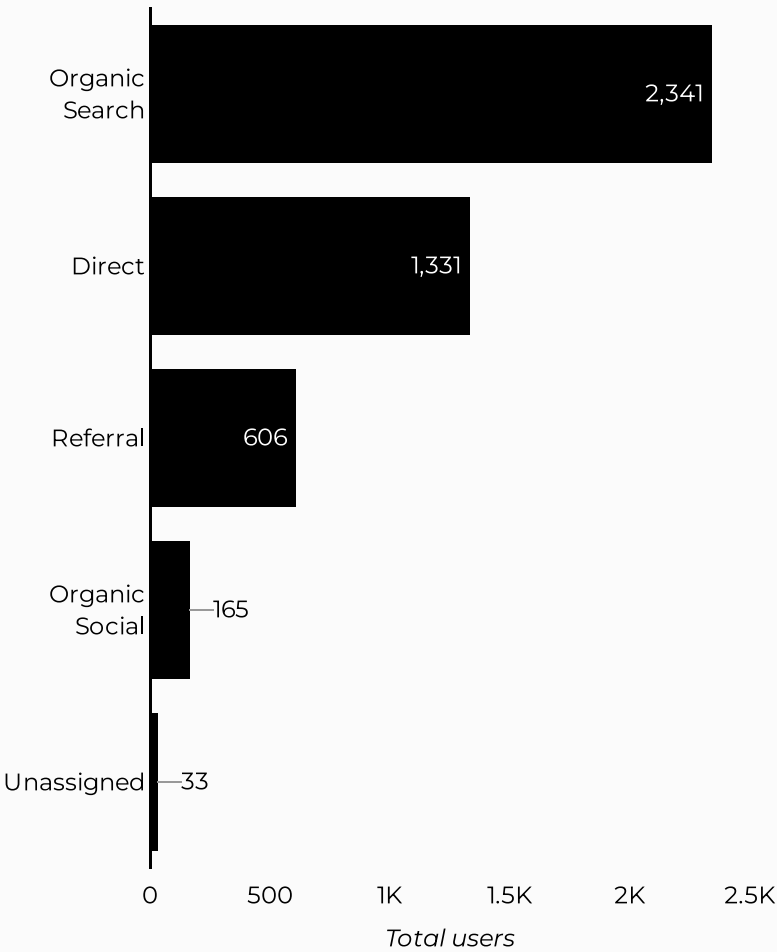


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	999
bliss.armymwr.com	232
campbell.armymwr.com	132
hawaii.armymwr.com	103
hood.armymwr.com	90
carson.armymwr.com	72
gordon.armymwr.com	51
jblm.armymwr.com	46
jackson.armymwr.com	43
wiesbaden.armymwr.com	39

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,947
(direct)	1,331
bing	340
armyfamilywebportal.com	182
home.army.mil	131
armyresilience.army.mil	84
m.facebook.com	67
facebook.com	50
installations.militaryonesource.mil	44
yahoo	34



Views

7,414

↑ 578.3%

Sessions

6,062

↑ 86.8%

Total users

5,211

↑ 78.6%

New users

2,434

↑ 4.6%

Avg. Session Time

01:52

↓ -14.0%

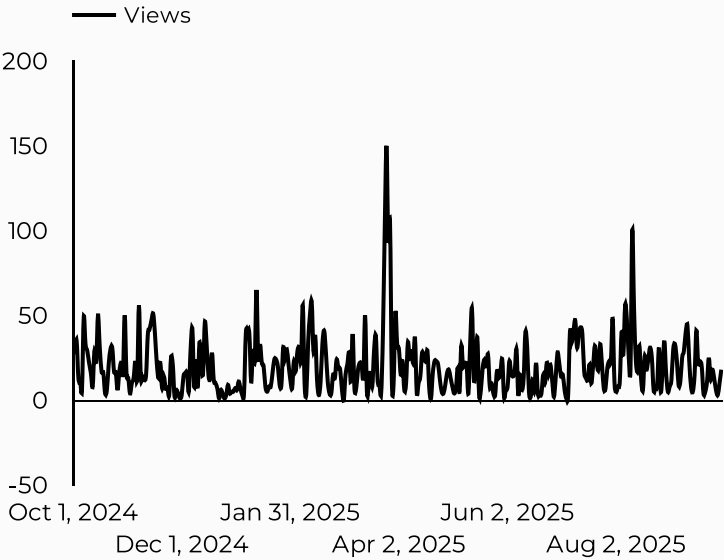
Engagement rate

66%

↓ -0.4%

Compared Y-o-Y

How is site traffic trending?

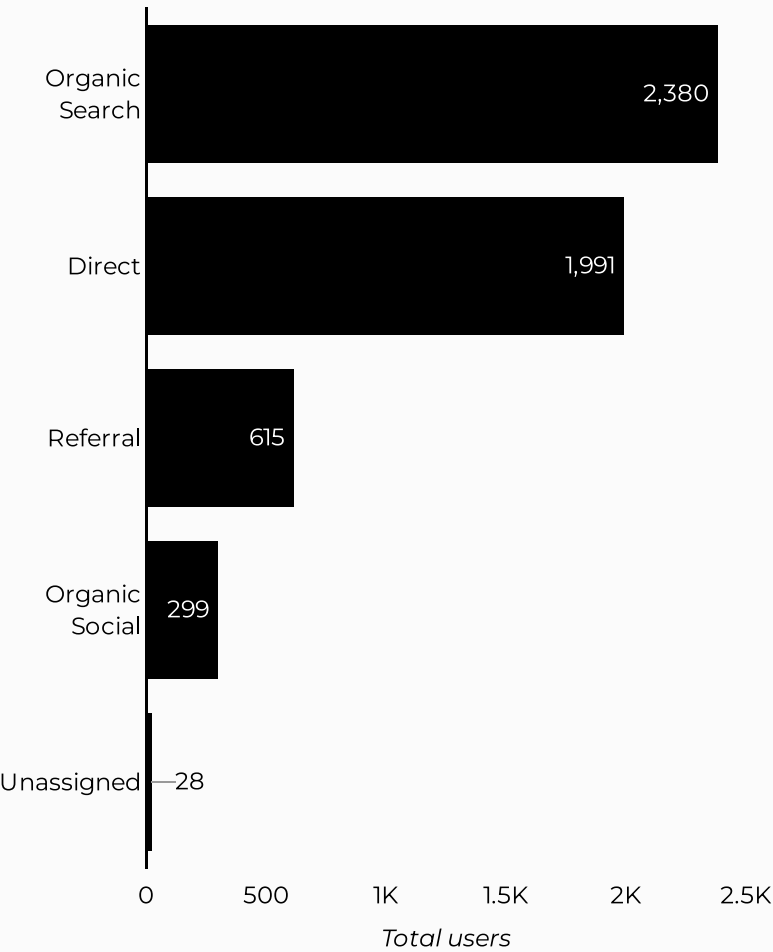


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	2,361	58.2% ↑
wiesbaden.armymwr.com	472	92.7% ↑
campbell.armymwr.com	252	68.0% ↑
carlisle.armymwr.com	212	118.6% ↑
bliss.armymwr.com	204	55.7% ↑
jblm.armymwr.com	156	358.8% ↑
carson.armymwr.com	154	65.6% ↑
hawaii.armymwr.com	142	52.7% ↑
miami.armymwr.com	126	472.7% ↑
sill.armymwr.com	115	342.3% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	1,991
google	1,828
bing	497
m.facebook.com	168
home.army.mil	164
armyfamilywebportal.co...	118
installations.militaryone...	73
lm.facebook.com	52
army.mil	51
safe.menlosecurity.com	45



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Army Volunteer Corps (AVC)

Views

4,045

↑ 224.1%

Sessions

10,735

↑ 65.0%

Total users

9,772

↑ 75.9%

New users

10,688

↑ 53.2%

Avg. Session Time

02:28

↓ -2.0%

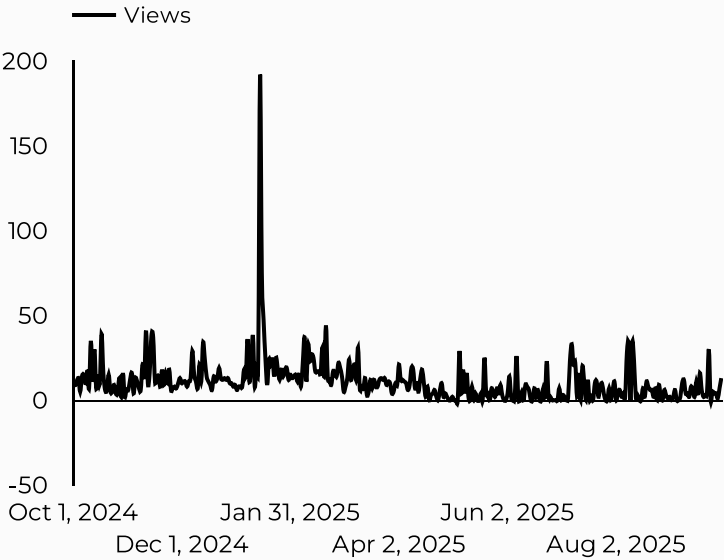
Engagement rate

70%

↓ -0.3%

Compared Y-o-Y

How is site traffic trending?

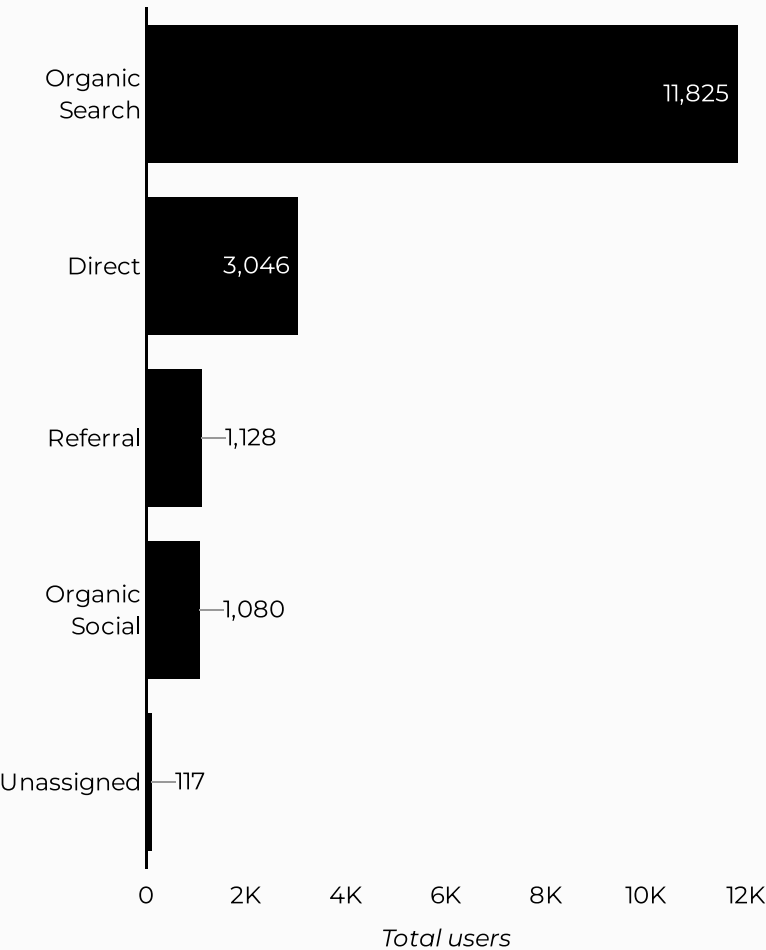


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	3,771	363.8% ↑
carson.armymwr.com	1,099	15.8% ↑
humphreys.armymwr.com	936	283.6% ↑
bliss.armymwr.com	747	7.5% ↑
gordon.armymwr.com	512	7.8% ↑
hawaii.armymwr.com	502	34.9% ↑
hood.armymwr.com	419	-4.6% ↓
wiesbaden.armymwr.com	401	20.8% ↑
jackson.armymwr.com	232	-6.8% ↓
campbell.armymwr.com	217	13.6% ↑

Which channels are driving traffic?



What are the top sources?

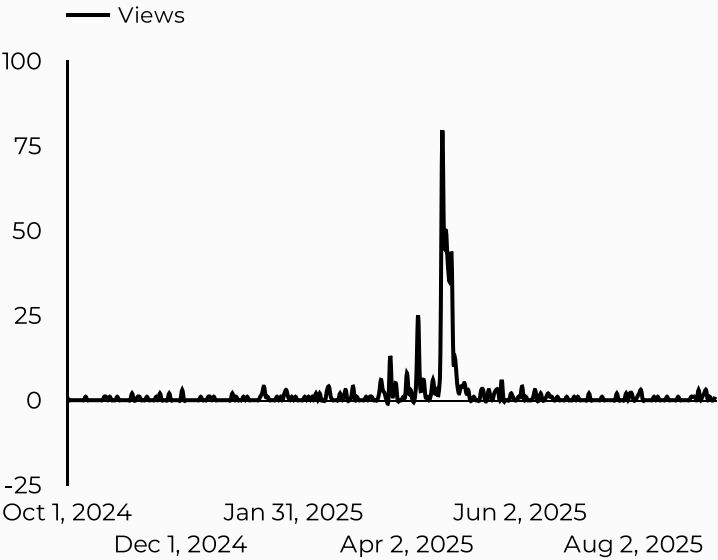
Session source	Total users
google	10,490
(direct)	3,046
bing	1,199
m.facebook.com	684
armyfamilywebportal.co...	412
home.army.mil	338
lm.facebook.com	199
l.facebook.com	118
yahoo	103
duckduckgo	80



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
630	586	531	327	01:19	65%
↑ 12.5%	↑ 12.9%	↑ 15.9%	↑ 39.1%	↓ -9.4%	↓ -1.9%

Compared Y-o-Y

How is site traffic trending?

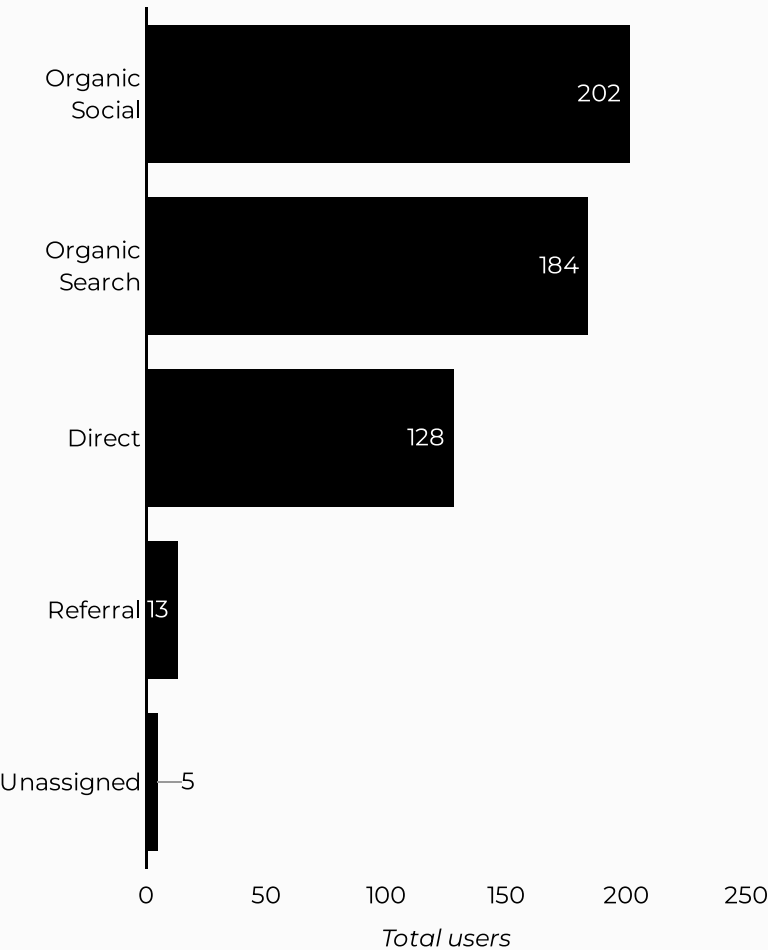


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	467	9.9% ↑
gordon.armymwr.com	69	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	156
m.facebook.com	149
(direct)	128
lm.facebook.com	38
bing	27
l.facebook.com	11
(not set)	5
facebook.com	4
safe.menlosecurity.com	3
home.army.mil	2



Views

422,119

↑ 28.6%

Sessions

300,778

↑ 19.3%

Total users

234,498

↑ 13.8%

New users

136,774

↑ 8.2%

Avg. Session Time

02:12

↓ -2.5%

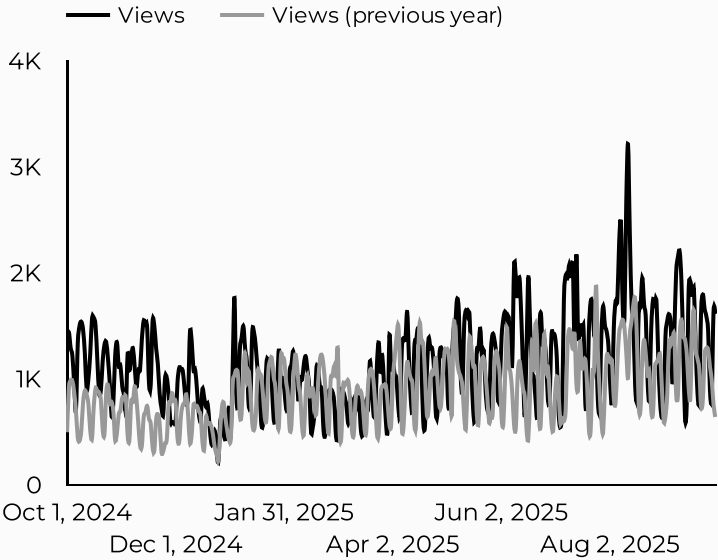
Engagement rate

67%

↑ 0.4%

Compared Y-o-Y

How is site traffic trending?

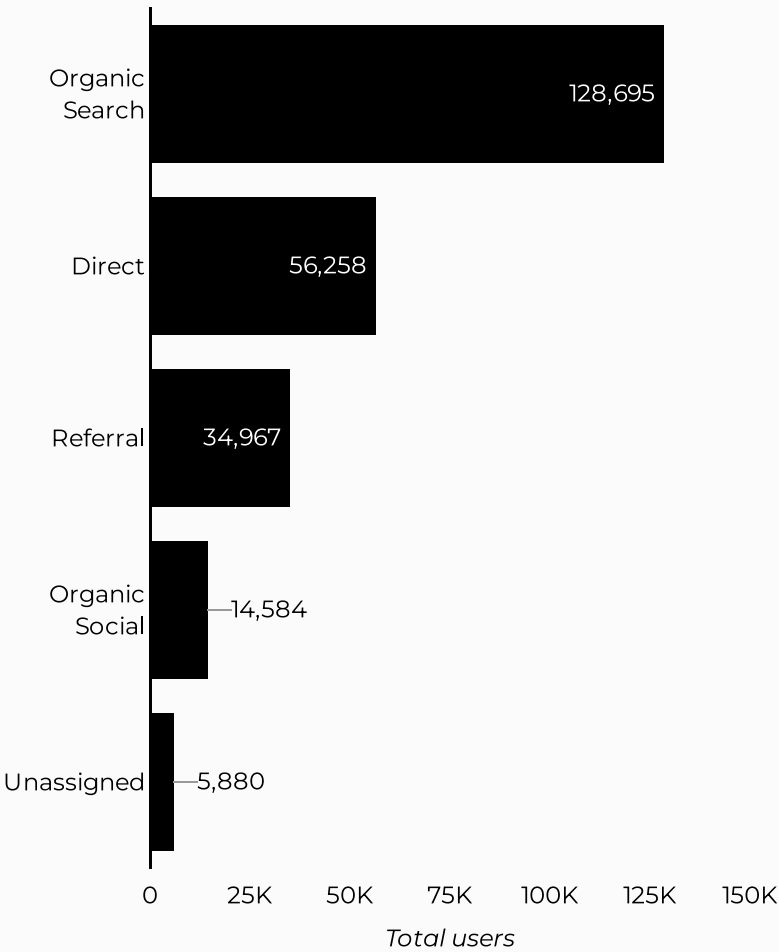


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	87,791	12.1% ↑
jblm.armymwr.com	20,558	5.4% ↑
hawaii.armymwr.com	11,140	0.9% ↑
stewarthunter.armymwr.c...	8,950	5.8% ↑
redstone.armymwr.com	8,845	-13.0% ↓
campbell.armymwr.com	7,853	102.6% ↑
carson.armymwr.com	6,982	8.2% ↑
bliss.armymwr.com	6,710	19.6% ↑
bragg.armymwr.com	6,480	0.9% ↑
humphreys.armymwr.com	6,470	26.5% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users	% Δ
google	114,092	7.5% ↑
(direct)	56,258	33.0% ↑
bing	12,572	38.2% ↑
syndicatedsearch.goog	9,660	51.5% ↑
m.facebook.com	9,037	-22.0% ↓
home.army.mil	7,805	-12.2% ↓
nafbenefits.com	6,984	410.2% ↑
DSP_Display	3,860	-22.6% ↓
lm.facebook.com	2,263	-20.4% ↓
yahoo	1,921	-3.4% ↓

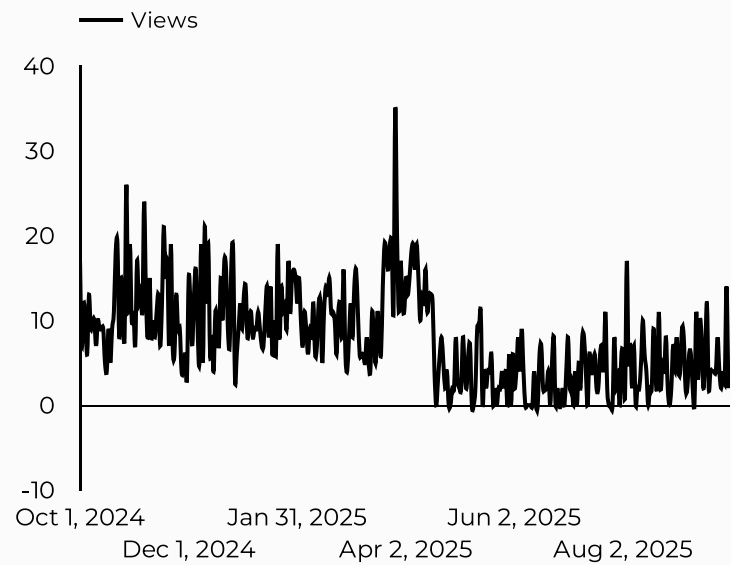


ARMY MWR

Army Spouse Employment, Career and Education Information

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,894	11,110	10,044	1,704	02:06	85%
↑ 119.4%	↑ 54.8%	↑ 42.8%	↓ -10.3%	↓ -0.8%	↑ 1.1%
Compared Y-o-Y					

How is site traffic trending?

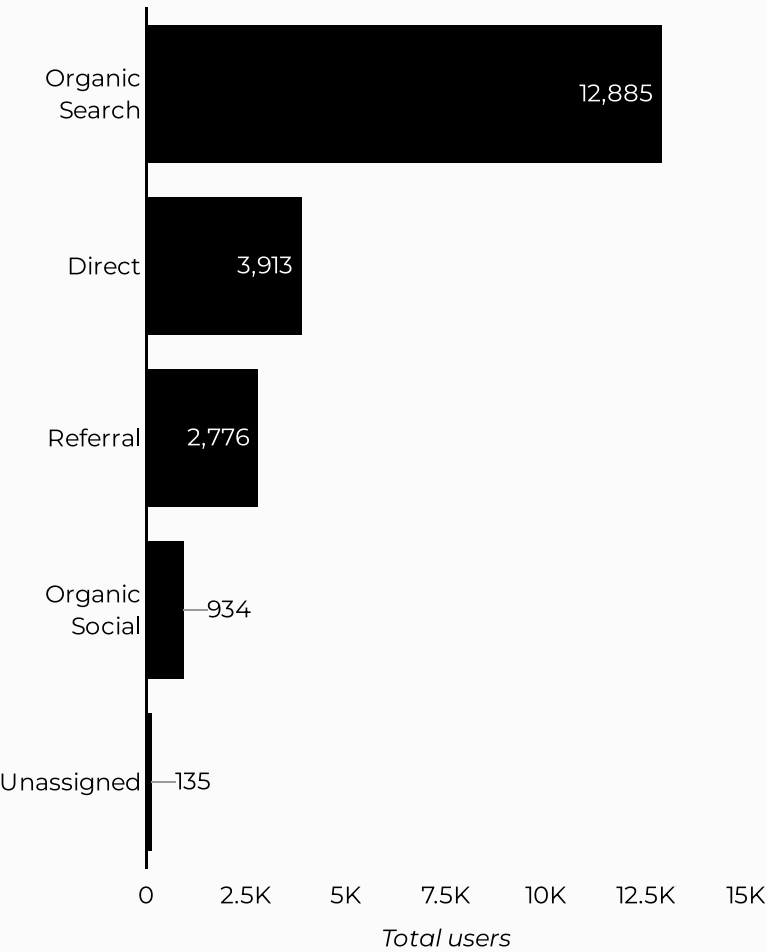


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	10,044	42.8% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	11,423
(direct)	3,913
home.army.mil	1,405
bing	1,205
m.facebook.com	530
installations.militaryonesource.mil	392
l.facebook.com	216
yahoo	164
military.com	117
lm.facebook.com	102



Views

55,521

↑ 3.1%

Sessions

46,935

↓ -0.7%

Total users

35,663

↑ 0.6%

New users

24,566

↓ -1.4%

Avg. Session Time

02:33

↑ 2.8%

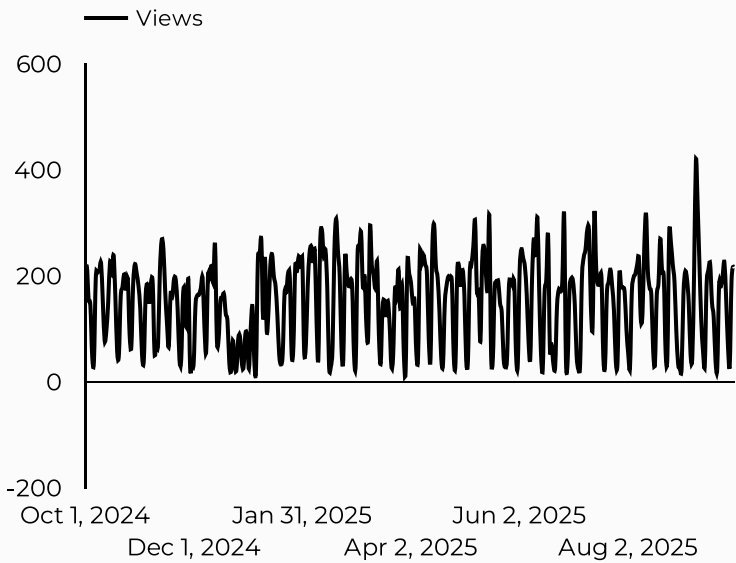
Engagement rate

58%

↓ -4.8%

Compared Y-o-Y

How is site traffic trending?

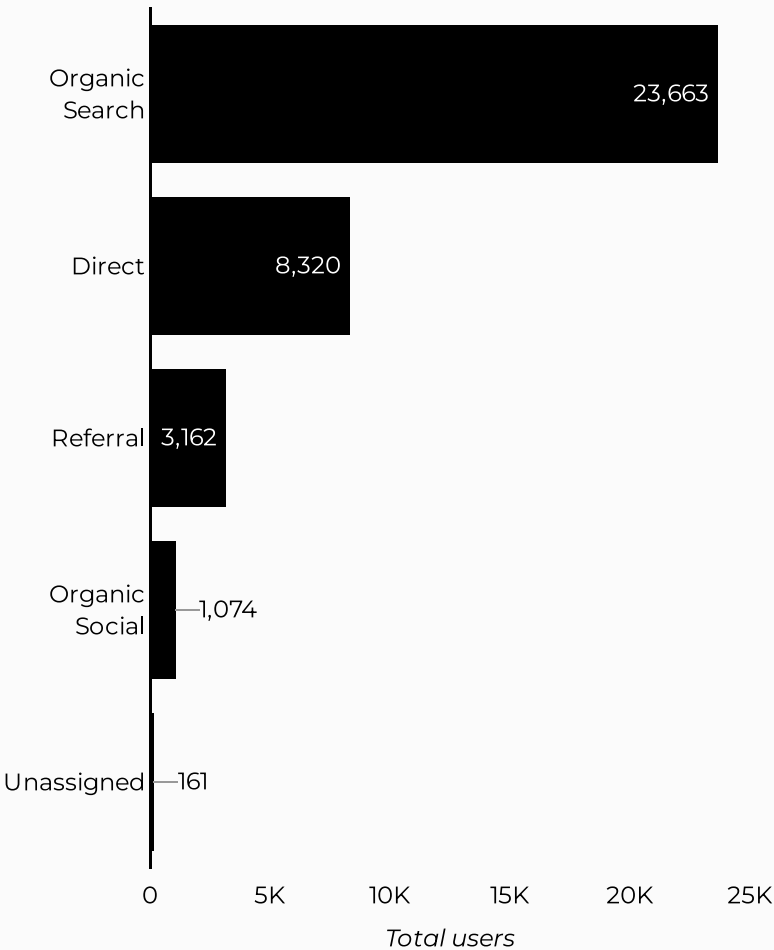


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	4,109	27.6% ↑
hood.armymwr.com	3,749	21.4% ↑
bliss.armymwr.com	3,066	-5.2% ↓
hawaii.armymwr.com	2,809	-17.2% ↓
carson.armymwr.com	2,629	-0.8% ↓
www.armymwr.com	2,598	-26.2% ↓
benning.armymwr.com	2,193	10.9% ↑
humphreys.armymwr.com	1,586	33.4% ↑
campbell.armymwr.com	1,475	-16.3% ↓
gordon.armymwr.com	1,030	28.4% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	20,748
(direct)	8,320
bing	2,583
installations.militaryone...	642
m.facebook.com	599
home.army.mil	557
myarmybenefits.us.army...	428
safe.menlosecurity.com	275
efmp.army.mil	228
facebook.com	196



Views

60,098

↑ 1,097.2%

Sessions

50,434

↑ 160.1%

Total users

38,836

↑ 140.4%

New users

24,472

↑ 3.5%

Avg. Session Time

02:34

↑ 10.0%

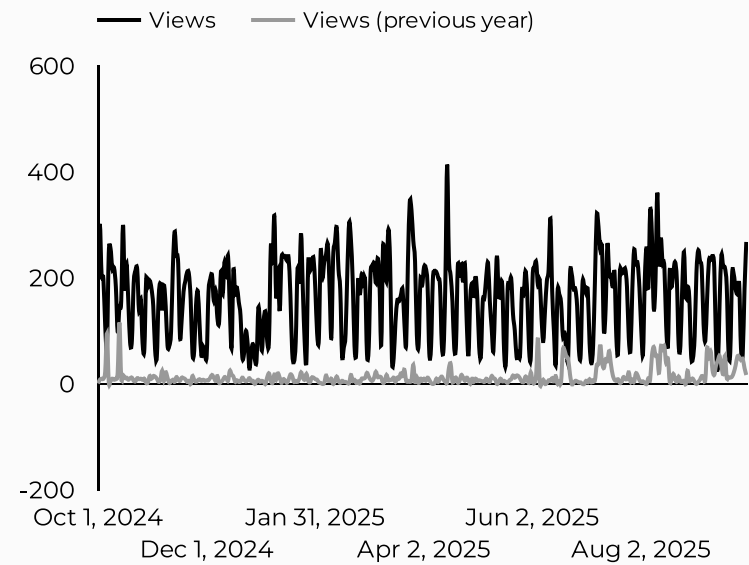
Engagement rate

58%

↓ -1.7%

Compared Y-o-Y

How is site traffic trending?

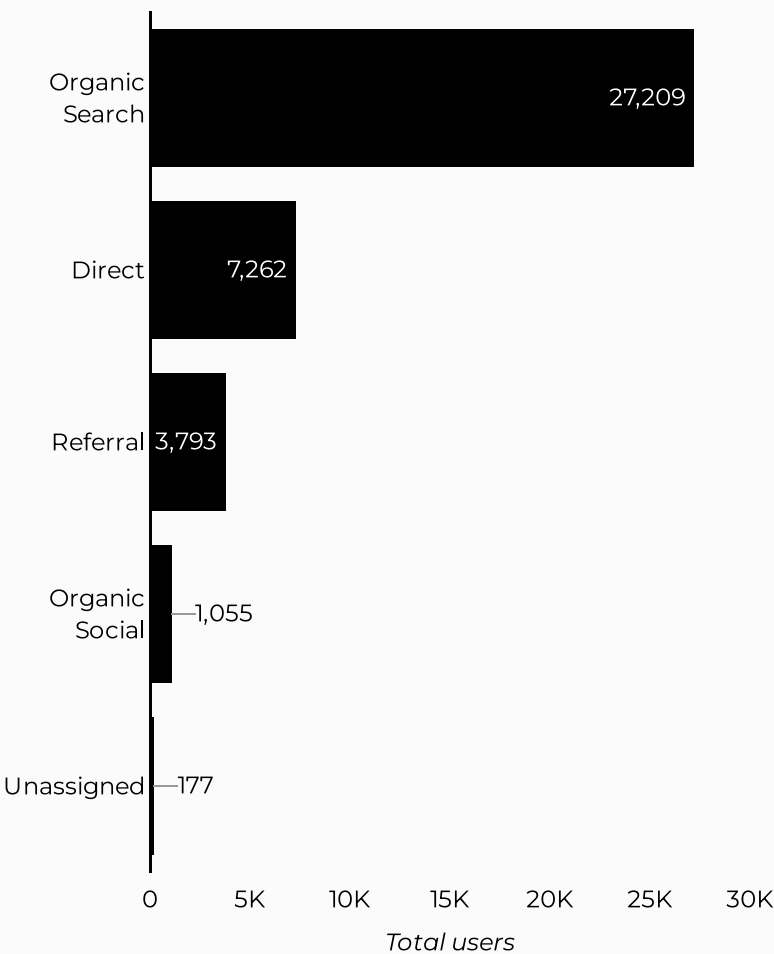


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	9,075	373.9% ↑
bliss.armymwr.com	4,122	60.3% ↑
jblm.armymwr.com	4,061	92.0% ↑
hood.armymwr.com	2,778	60.5% ↑
campbell.armymwr.com	2,604	897.7% ↑
benning.armymwr.com	2,033	76.6% ↑
hawaii.armymwr.com	1,408	2.7% ↑
humphreys.armymwr.com	1,229	412.1% ↑
wiesbaden.armymwr.com	1,145	73.7% ↑
gordon.armymwr.com	714	68.8% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	23,699
(direct)	7,262
bing	3,121
home.army.mil	1,116
installations.militaryone...	823
m.facebook.com	614
safe.menlosecurity.com	462
yahoo	221
armyfamilywebportal.co...	220
facebook.com	179



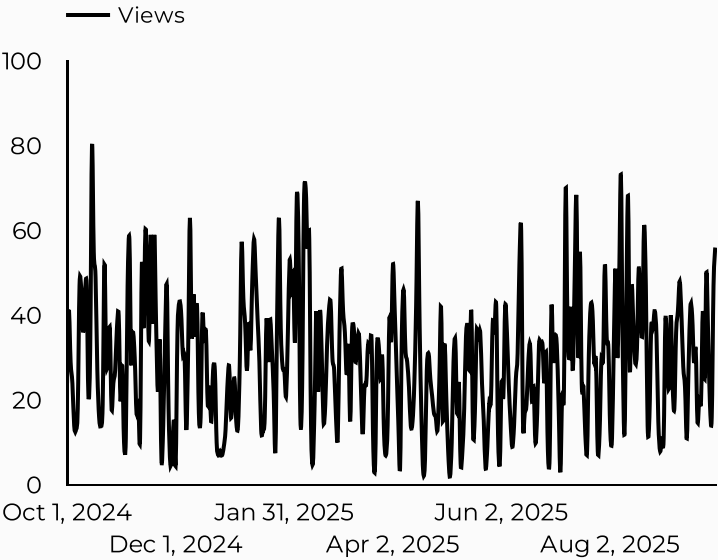
ARMY MWR

New Parent Support Program (NPSP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,807	9,410	7,125	3,523	02:08	60%
↑ 804.4%	↑ 291.6%	↑ 242.5%	↑ 32.0%	↑ 6.2%	↓ -5.9%

Compared Y-o-Y

How is site traffic trending?

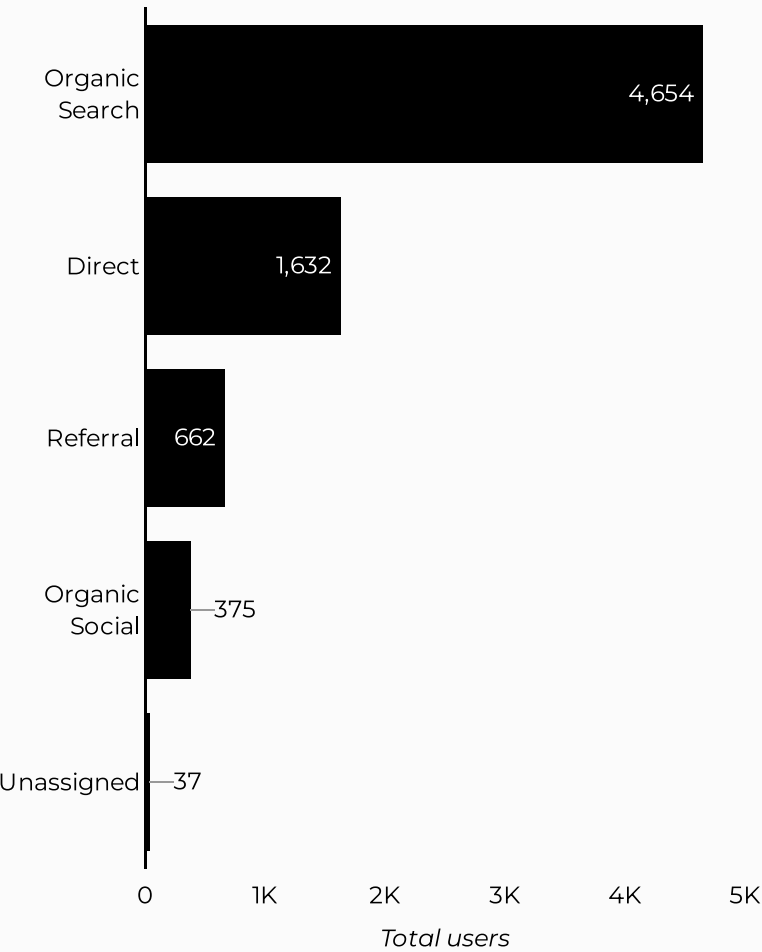


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,027	850.9% ↑
hood.armymwr.com	870	93.8% ↑
hawaii.armymwr.com	646	97.0% ↑
campbell.armymwr.com	583	526.9% ↑
gordon.armymwr.com	417	48.4% ↑
benning.armymwr.com	344	700.0% ↑
bliss.armymwr.com	323	466.7% ↑
stuttgart.armymwr.com	266	135.4% ↑
rucker.armymwr.com	219	90.4% ↑
meade.armymwr.com	214	2,277.8... ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,105
(direct)	1,632
bing	478
m.facebook.com	224
installations.militaryonesource.mil	193
home.army.mil	167
safe.menlosecurity.com	82
armyresilience.army.mil	76
facebook.com	59
l.facebook.com	56

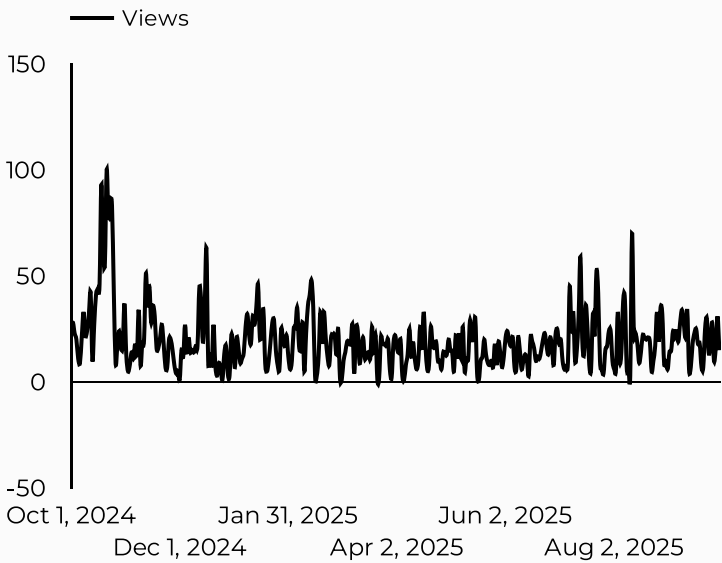


ARMY MWR

Victim Advocacy Program (VAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,106	6,459	5,280	2,978	02:25	62%
↑ 626.6%	↑ 228.0%	↑ 202.4%	↑ 7.1%	↓ -1.2%	↓ -1.4%
Compared Y-o-Y					

How is site traffic trending?

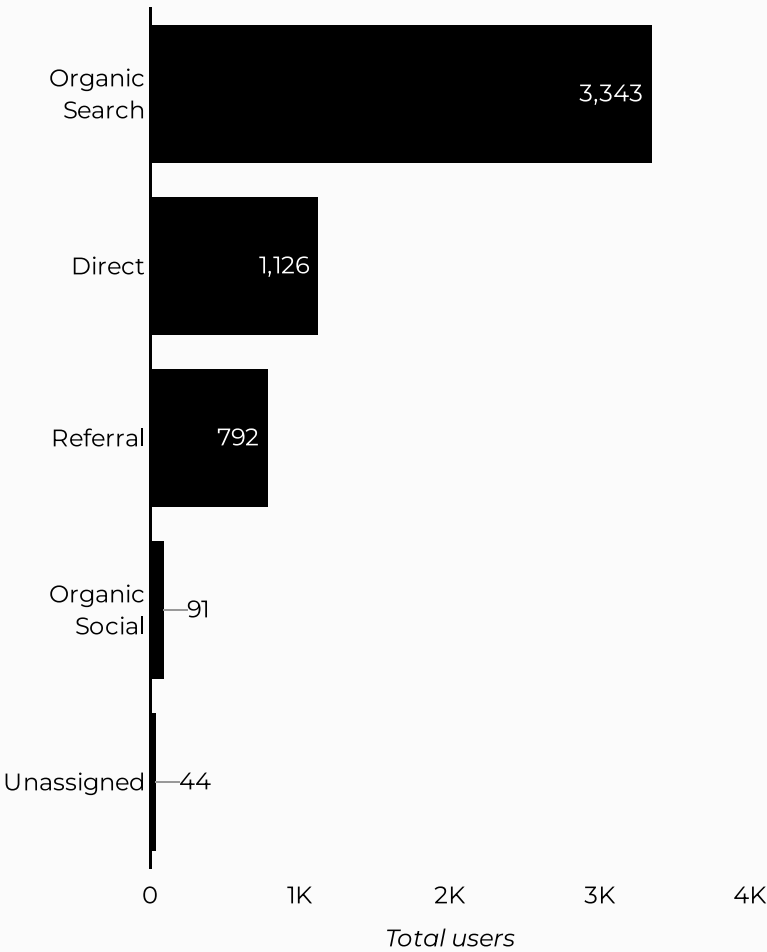


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,676	1,114.5% ↑
carson.armymwr.com	551	23.8% ↑
hood.armymwr.com	489	49.1% ↑
hawaii.armymwr.com	429	27.3% ↑
redstone.armymwr.com	315	150.0% ↑
bliss.armymwr.com	184	1,315.4%...
meade.armymwr.com	157	554.2% ↑
grafenwoehr.armymwr.com	96	700.0% ↑
benning.armymwr.com	95	578.6% ↑
jbmhh.armymwr.com	84	35.5% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,819
(direct)	1,126
bing	472
home.army.mil	428
armyresilience.army.mil	116
m.facebook.com	54
installations.militaryonesource.mil	45
safe.menlosecurity.com	38
yahoo	34
chatgpt.com	27



Views

95

↑ 31.9%

Sessions

204

↓ -43.5%

Total users

194

↓ -42.6%

New users

215

↓ -32.2%

Avg. Session Time

01:23

↓ -36.3%

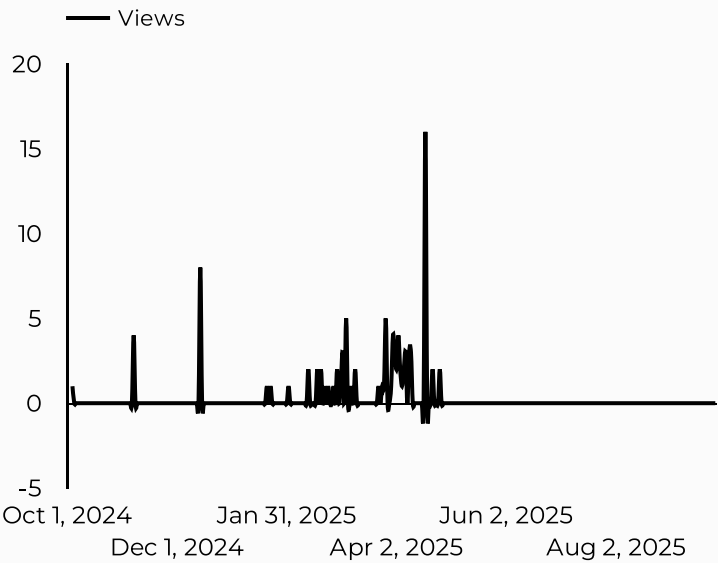
Engagement rate

65%

↑ 0.8%

Compared Y-o-Y

How is site traffic trending?

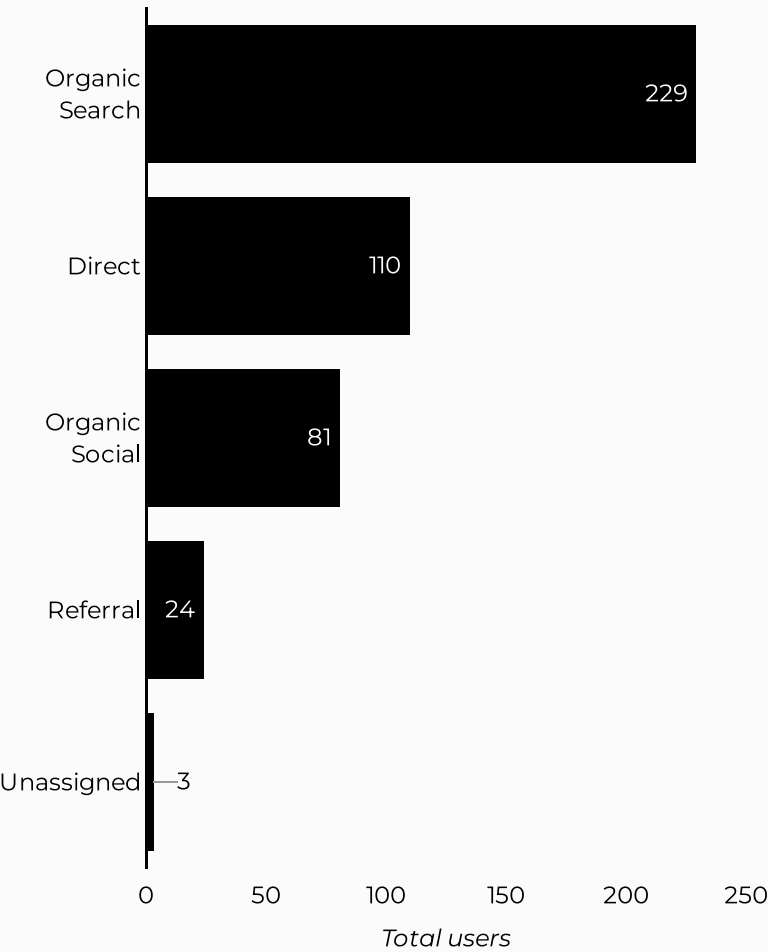


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	127	-11.8%
hawaii.armymwr.com	16	-67.3%
benning.armymwr.com	15	-46.4%
detroit.armymwr.com	12	-
wiesbaden.armymwr.com	6	-
gordon.armymwr.com	6	200.0%
ansbach.armymwr.com	5	25.0%
zama.armymwr.com	4	-
bragg.armymwr.com	2	-97.1%
wainwright.armymwr.com	2	-33.3%

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	206
(direct)	110
m.facebook.com	64
bing	19
lm.facebook.com	9
home.army.mil	8
l.facebook.com	6
(not set)	3
installations.militaryonesource.mil	3
yahoo	3

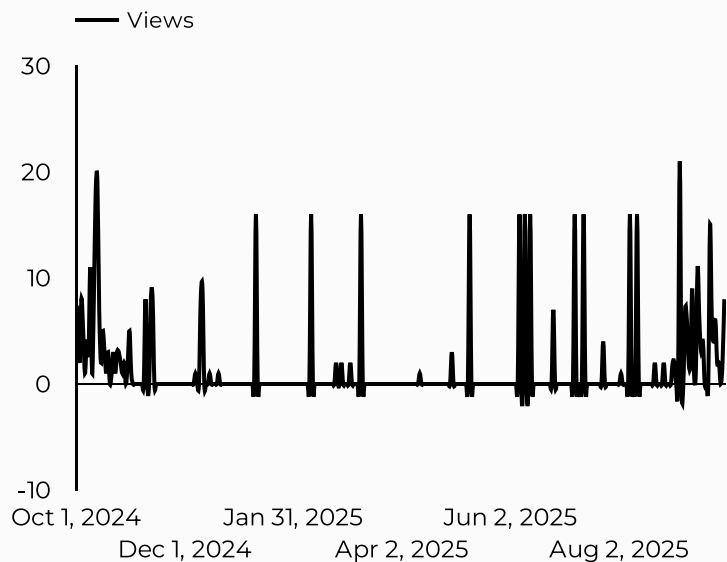


ARMY MWR Domestic Violence Awareness Month

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
506	888	819	629	02:30	68%
↑ 121.9%	↓ -8.1%	↓ -7.8%	↓ -25.8%	↑ 64.4%	↑ 13.5%

Compared Y-o-Y

How is site traffic trending?

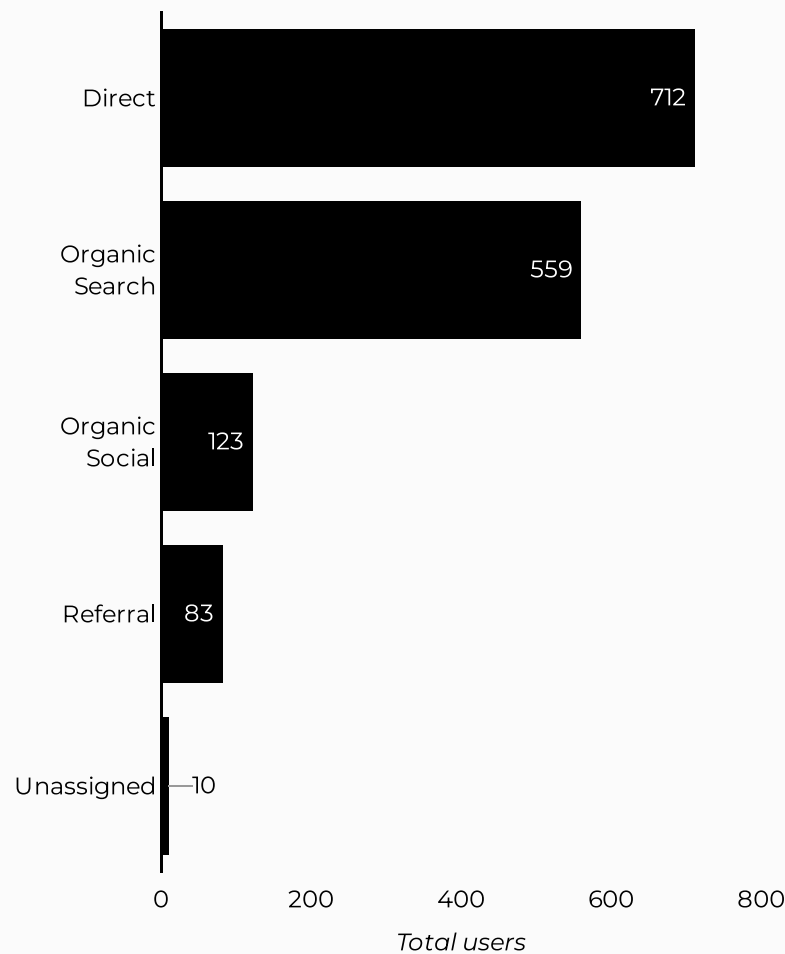


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
gordon.armymwr.com	232	251.5% ↑
bliss.armymwr.com	110	48.6% ↑
www.armymwr.com	97	-46.4% ↓
lee.armymwr.com	75	-
buchanan.armymwr.com	48	4,700.0% ↑
meade.armymwr.com	34	54.5% ↑
stuttgart.armymwr.com	27	125.0% ↑
whitesands.armymwr.com	25	-
belvoir.armymwr.com	22	-47.6% ↓
leonardwood.armymwr.com	22	266.7% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	712
google	484
bing	66
m.facebook.com	59
l.facebook.com	23
home.army.mil	22
lm.facebook.com	21
facebook.com	16
safe.menlosecurity.com	14
(not set)	7



Views

11,200

↑ 167.1%

Sessions

26,875

↑ 7.4%

Total users

23,127

↑ 14.1%

New users

21,814

↑ 3.6%

Avg. Session Time

02:35

↑ 2.2%

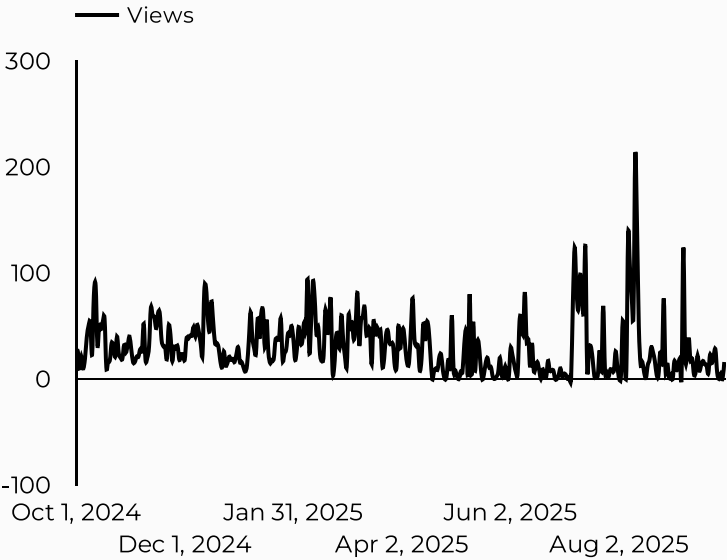
Engagement rate

62%

↓ -2.7%

Compared Y-o-Y

How is site traffic trending?

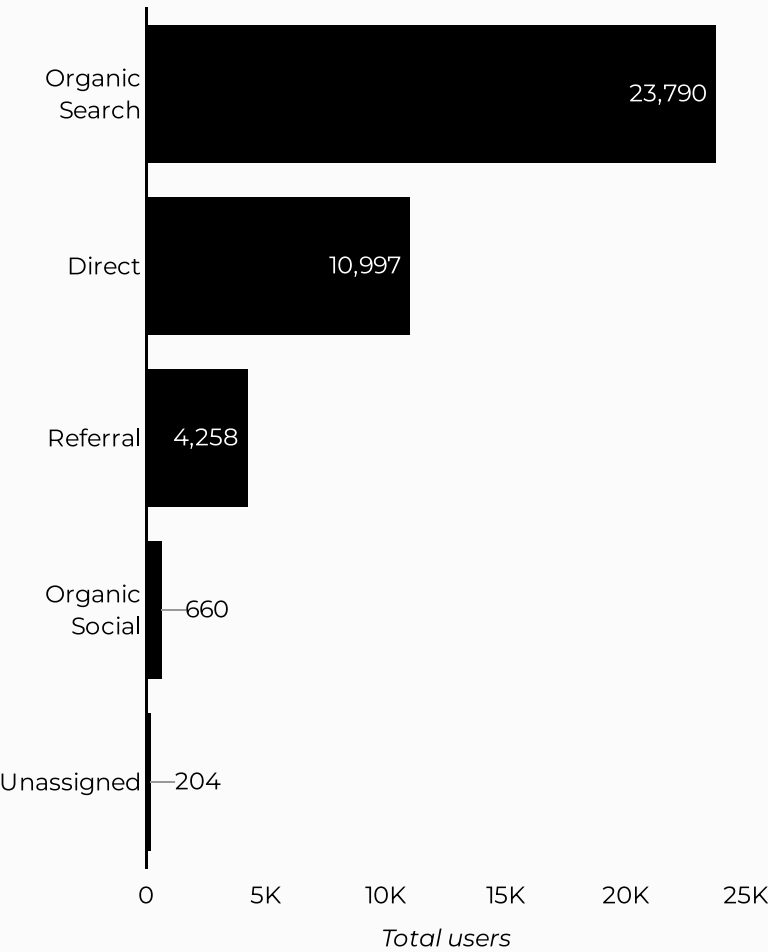


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	3,718	1.5% ↑
bliss.armymwr.com	3,216	-1.5% ↓
carson.armymwr.com	2,720	-13.5% ↓
www.armymwr.com	2,228	75.6% ↑
jblm.armymwr.com	1,260	39.5% ↑
benning.armymwr.com	1,180	26.3% ↑
campbell.armymwr.com	903	127.5% ↑
sill.armymwr.com	758	57.6% ↑
wiesbaden.armymwr.com	619	-7.9% ↓
aberdeen.armymwr.com	590	-11.0% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	20,323
(direct)	10,997
bing	3,300
home.army.mil	1,113
armyfamilywebportal.com	853
myarmybenefits.us.army.mil	547
installations.militaryonesource.mil	482
m.facebook.com	355
yahoo	221
safe.menlosecurity.com	220



Views

5,827

↑ 107.7%

Sessions

20,092

↓ -18.5%

Total users

15,783

↓ -14.4%

New users

13,543

↓ -19.0%

Avg. Session Time

02:44

↑ 14.8%

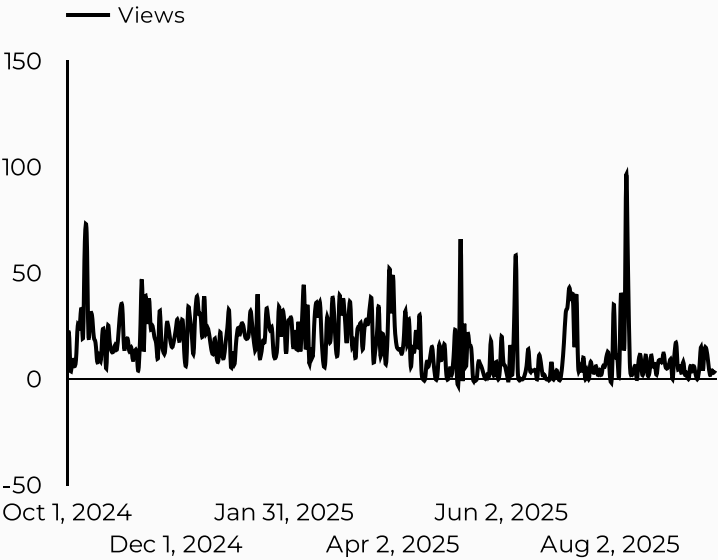
Engagement rate

62%

↑ 1.6%

Compared Y-o-Y

How is site traffic trending?

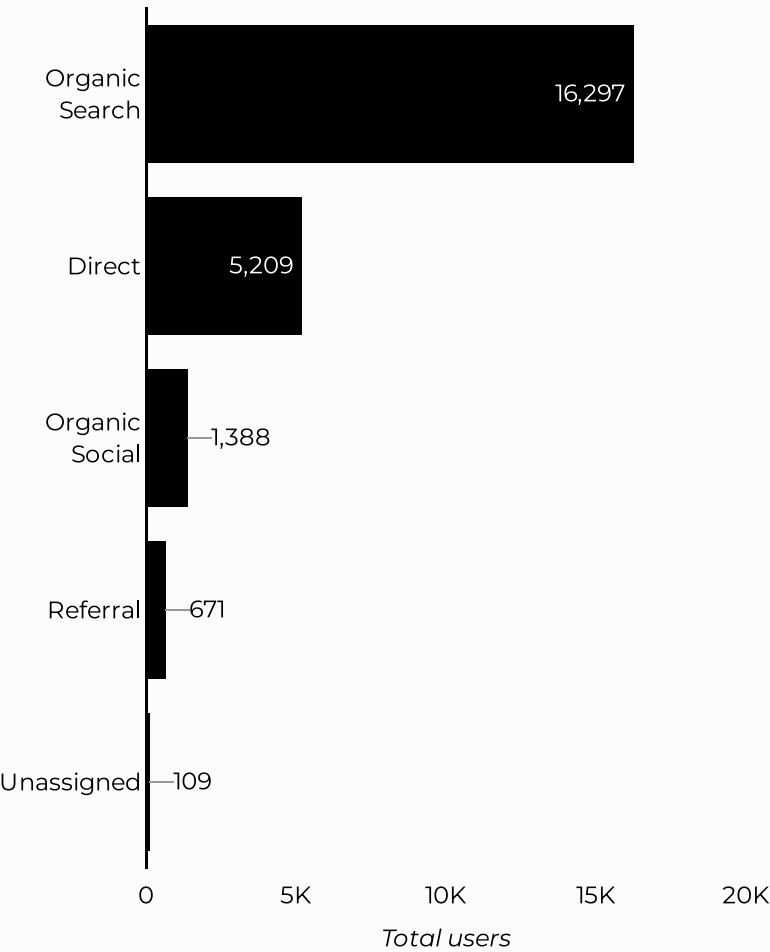


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
humphreys.armymwr.com	3,965	-29.6% ↓
carson.armymwr.com	2,719	-13.5% ↓
bliss.armymwr.com	2,020	-13.2% ↓
bragg.armymwr.com	2,014	-13.8% ↓
sill.armymwr.com	706	57.6% ↑
gordon.armymwr.com	544	-26.9% ↓
benning.armymwr.com	537	4.3% ↑
lee.armymwr.com	346	-13.7% ↓
wiesbaden.armymwr.com	336	0.6% ↑
rucker.armymwr.com	305	-6.4% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	14,365
(direct)	5,209
bing	1,657
m.facebook.com	954
home.army.mil	224
lm.facebook.com	164
yahoo	158
l.facebook.com	135
facebook.com	129
installations.militaryonesource.mil	109



Views

3,607

↑ 71.1%

Sessions

4,934

↑ 3.7%

Total users

4,423

↑ 3.3%

New users

4,447

↓ -6.6%

Avg. Session Time

01:52

↓ -0.3%

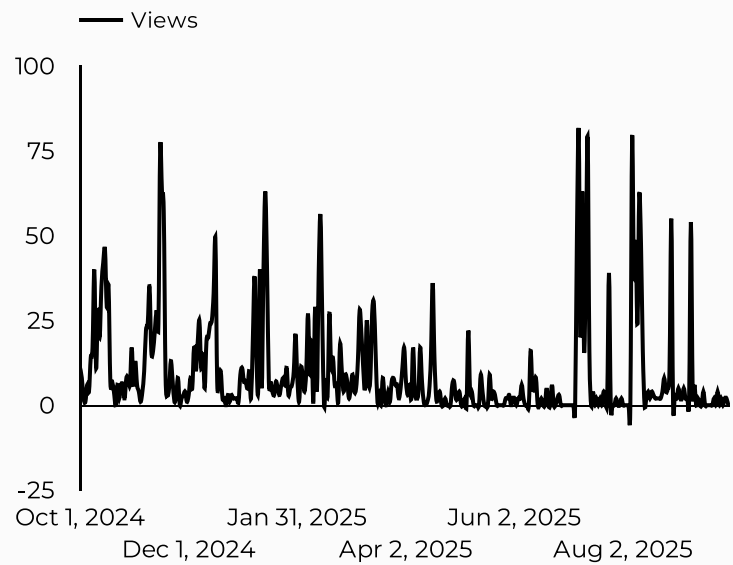
Engagement rate

63%

↓ 0.0%

Compared Y-o-Y

How is site traffic trending?

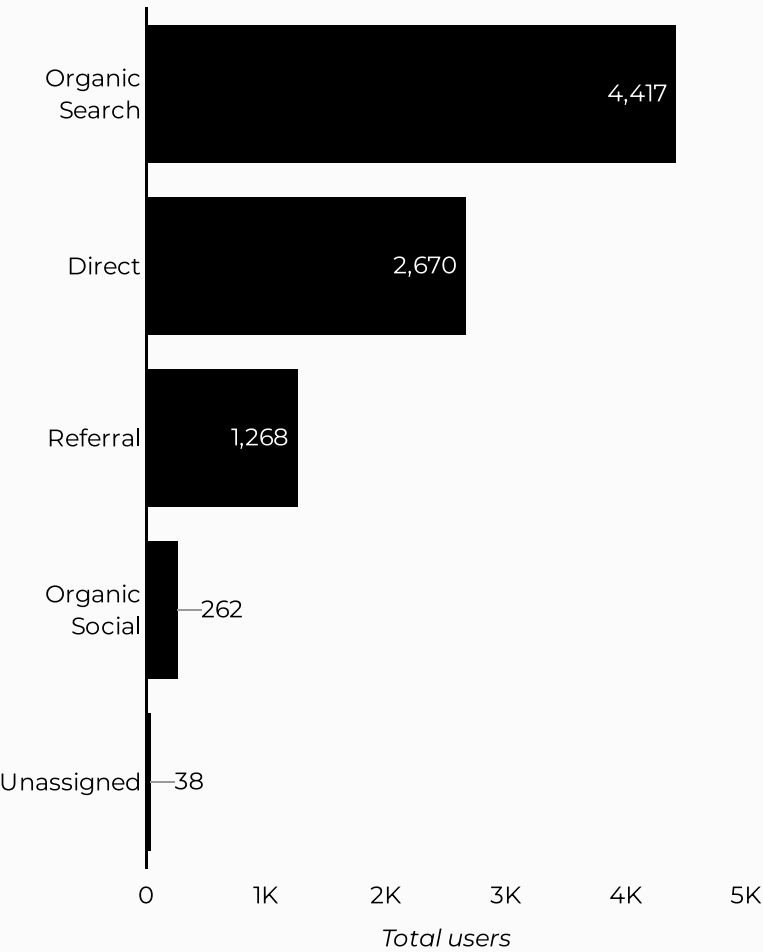


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	715	-29.6% ↓
carson.armymwr.com	516	-16.2% ↓
www.armymwr.com	487	20.0% ↑
hood.armymwr.com	487	-11.3% ↓
bliss.armymwr.com	378	3.3% ↑
gordon.armymwr.com	303	94.2% ↑
hawaii.armymwr.com	268	2.3% ↑
jblm.armymwr.com	132	-26.7% ↓
humphreys.armymwr.com	87	61.1% ↑
belvoir.armymwr.com	57	-29.6% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,516
(direct)	2,670
bing	821
home.army.mil	662
m.facebook.com	164
installations.militaryonesource.mil	163
armyfamilywebportal.com	116
myarmybenefits.us.army.mil	89
safe.menlosecurity.com	46
yahoo	44



Views

4,288

81.8%

Sessions

10,740

-6.0%

Total users

9,379

-4.9%

New users

9,556

-3.6%

Avg. Session Time

02:41

2.2%

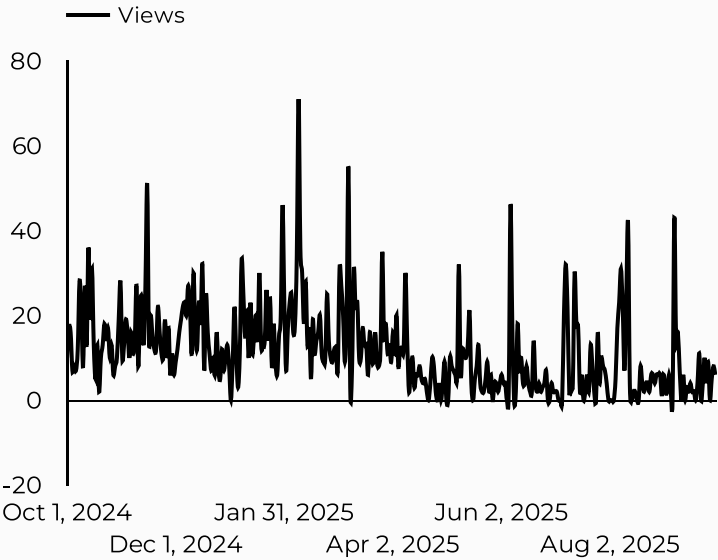
Engagement rate

65%

1.9%

Compared Y-o-Y

How is site traffic trending?

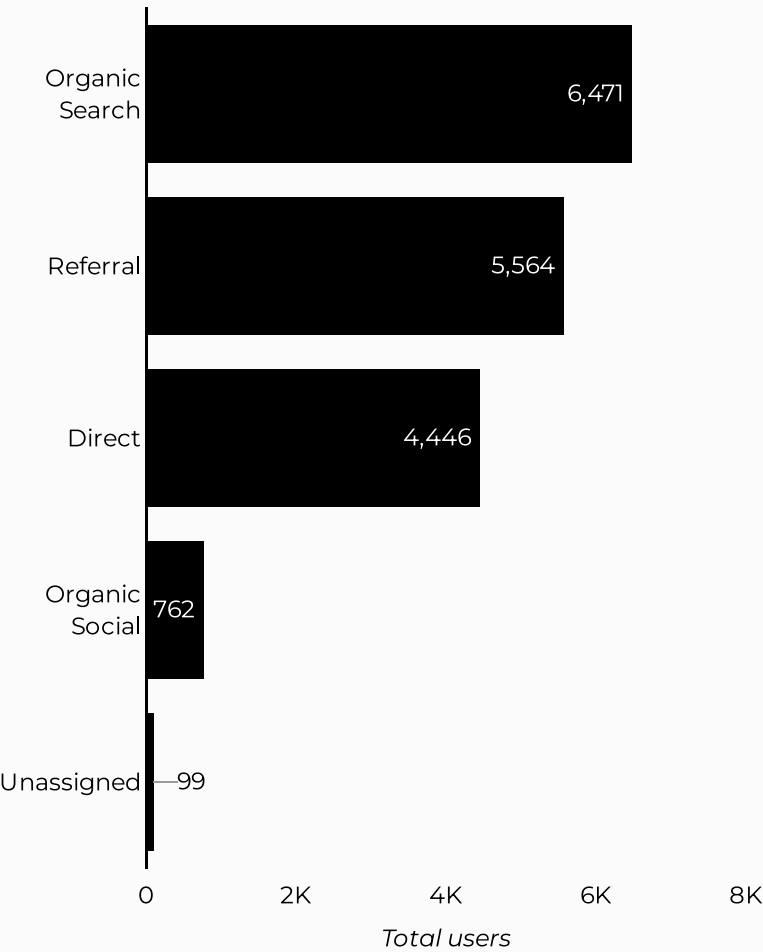


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
carson.armymwr.com	3,356	-13.6%
bliss.armymwr.com	1,175	2.3%
hawaii.armymwr.com	989	8.3%
www.armymwr.com	953	141.9%
gordon.armymwr.com	511	-42.6%
wiesbaden.armymwr.com	464	-26.7%
campbell.armymwr.com	366	7.3%
benning.armymwr.com	294	10.5%
humphreys.armymwr.com	188	0.0%
lee.armymwr.com	180	-11.3%

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,624
(direct)	4,446
home.army.mil	3,493
installations.militaryonesource.mil	1,060
bing	743
m.facebook.com	471
armyfamilywebportal.com	143
lm.facebook.com	130
myarmybenefits.us.army.mil	119
europafrica.army.mil	88



Views

4,232

↑ 65.4%

Sessions

5,226

↑ 22.1%

Total users

4,715

↑ 24.9%

New users

7,784

↓ -20.6%

Avg. Session Time

02:25

↑ 35.1%

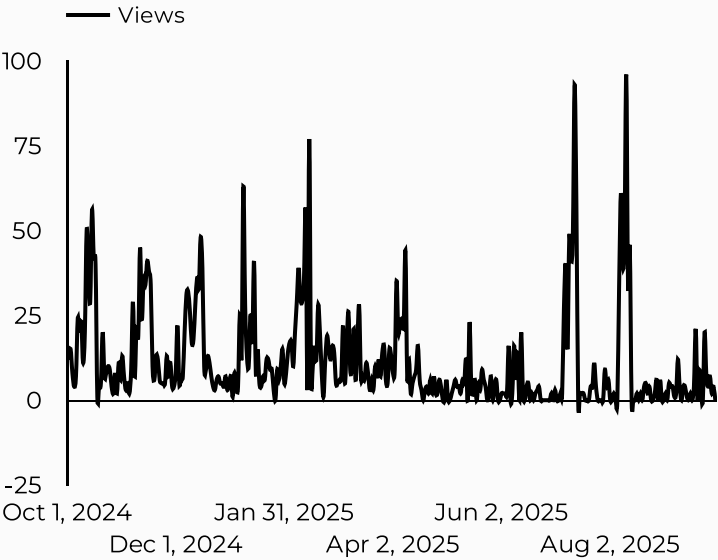
Engagement rate

59%

↑ 2.3%

Compared Y-o-Y

How is site traffic trending?

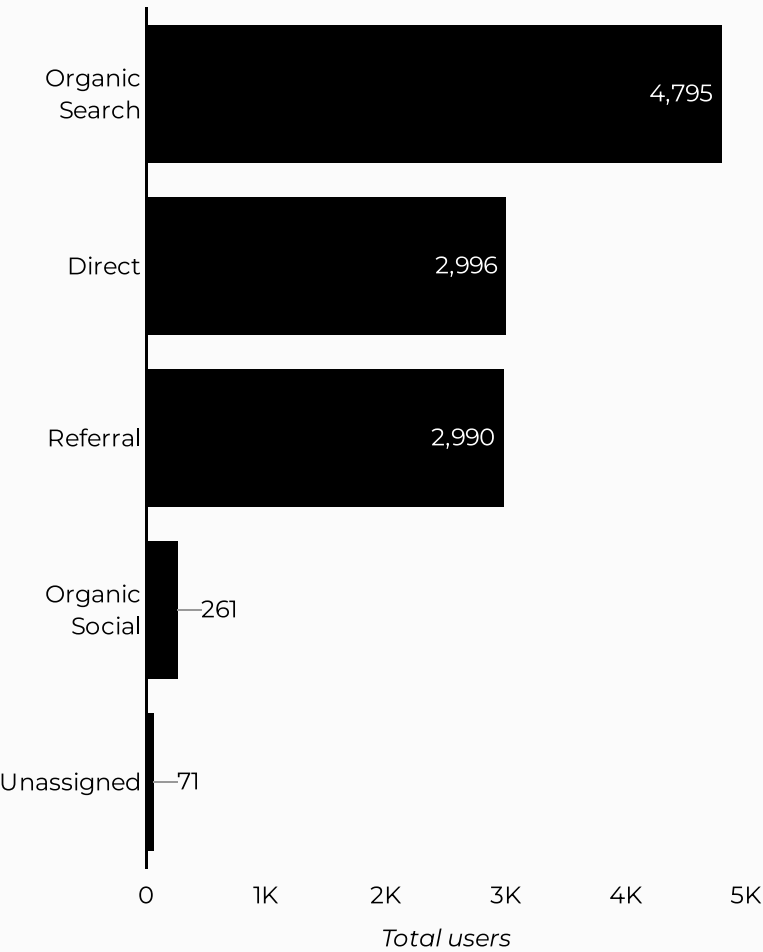


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	2,060	66.0% ↑
bragg.armymwr.com	379	-8.7% ↓
jblm.armymwr.com	225	-1.7% ↓
campbell.armymwr.com	192	231.0% ↑
bliss.armymwr.com	191	-41.9% ↓
hood.armymwr.com	162	-4.7% ↓
hawaii.armymwr.com	159	14.4% ↑
benning.armymwr.com	158	3.3% ↑
carson.armymwr.com	155	6.9% ↑
redstone.armymwr.com	109	-10.7% ↓

Which channels are driving traffic?



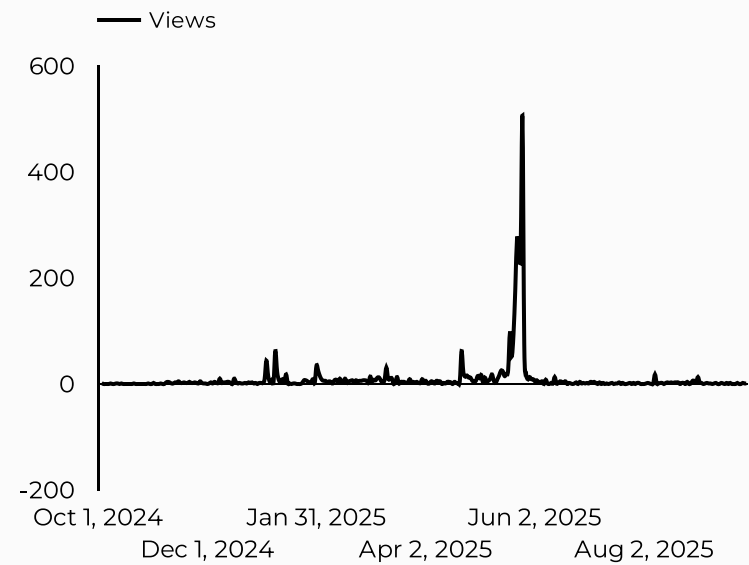
What are the top sources?

Session source	Total users
google	4,082
(direct)	2,996
home.army.mil	1,815
bing	587
army.mil	343
armylinks.com	250
m.facebook.com	130
yahoo	80
hrc.army.mil	78
armyfamilywebportal.com	77



Views	Sessions	Total users	New users	Engagement rate
3,358	3,044	2,561	951	69%

How is site traffic trending?

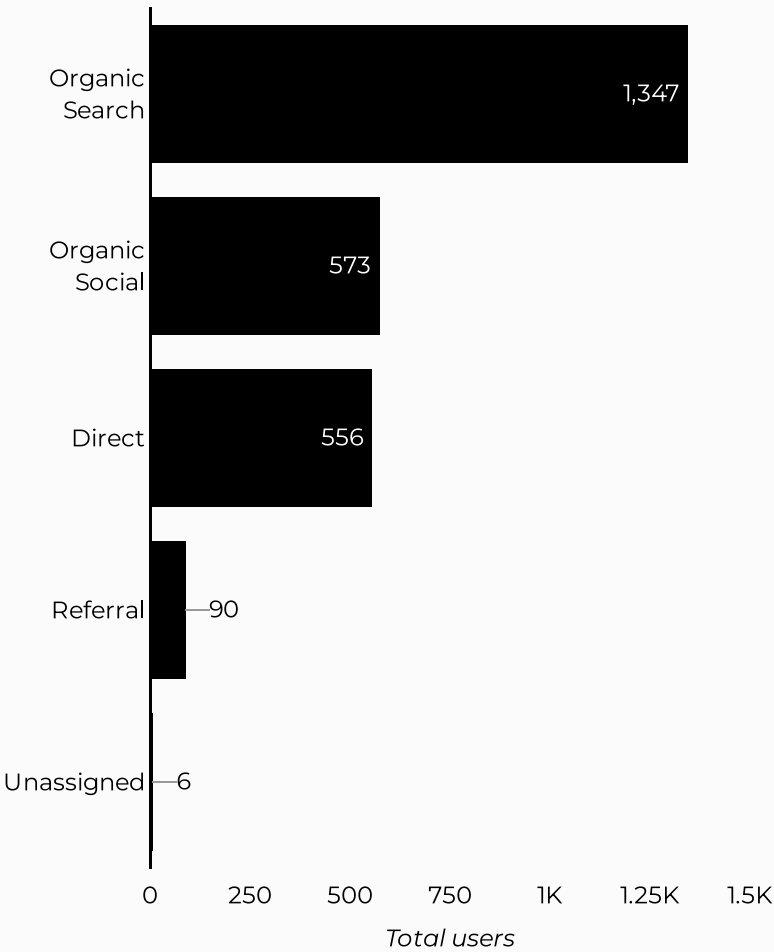


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
stuttgart.armymwr.com	502	-
www.armymwr.com	398	-76.3% ↓
campbell.armymwr.com	272	20.9% ↑
jackson.armymwr.com	214	1,845.5% ↑
kaiserslautern.armymwr.co...	204	-77.0% ↓
hawaii.armymwr.com	149	-7.5% ↓
wiesbaden.armymwr.com	145	14,400.0% ↑
hood.armymwr.com	139	969.2% ↑
rucker.armymwr.com	137	-28.6% ↓
lee.armymwr.com	85	25.0% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,249
(direct)	556
m.facebook.com	376
bing	72
l.facebook.com	67
lm.facebook.com	67
facebook.com	48
home.army.mil	40
yahoo	13
duckduckgo	11



Views

1,387

↑ 140.8%

Sessions

3,084

↑ 9.9%

Total users

2,890

↑ 13.7%

New users

2,477

↓ -6.5%

Avg. Session Time

01:48

↓ -0.3%

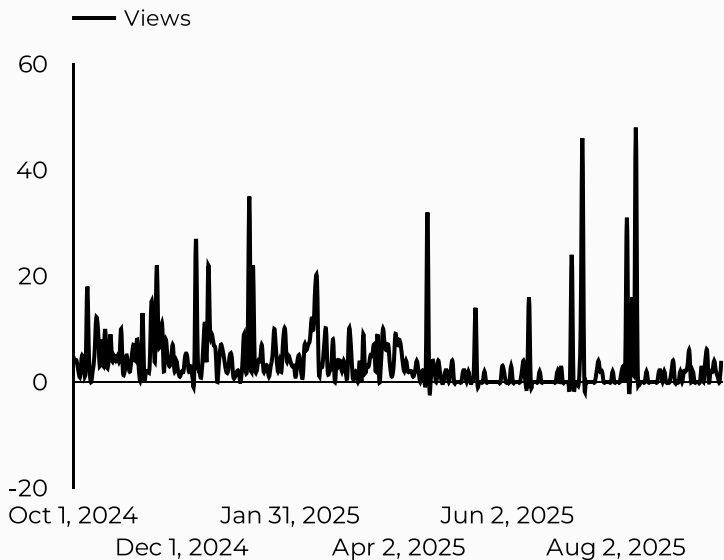
Engagement rate

75%

↓ -0.8%

Compared Y-o-Y

How is site traffic trending?

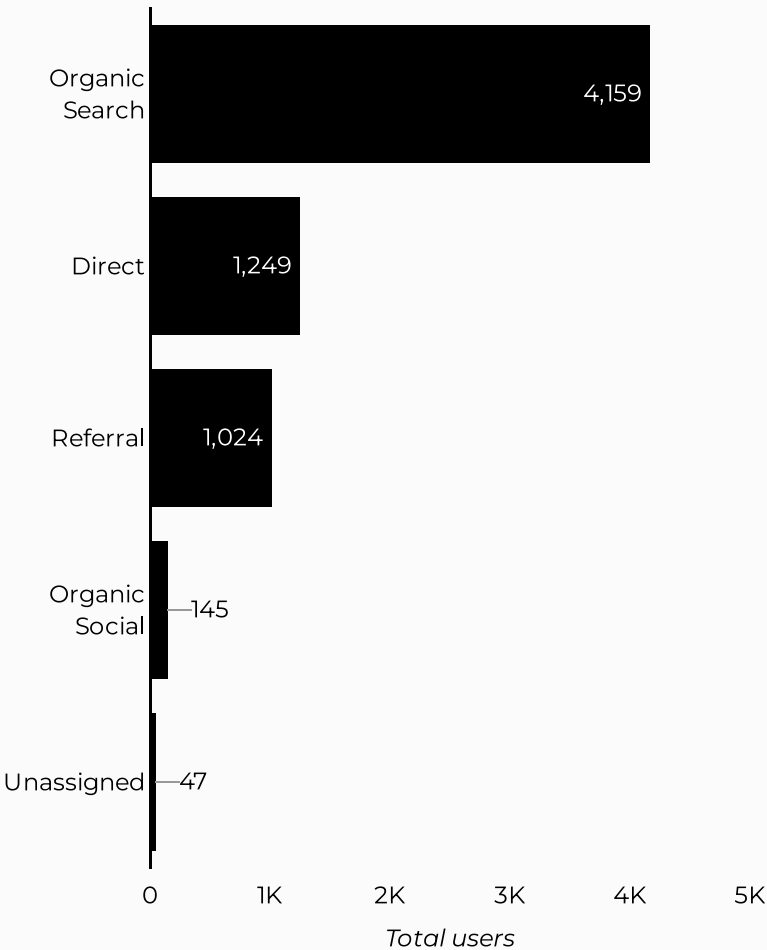


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bliss.armymwr.com	928	7.8% ↑
www.armymwr.com	797	140.1% ↑
hood.armymwr.com	621	-8.1% ↓
belvoir.armymwr.com	214	-26.2% ↓
carson.armymwr.com	186	1.1% ↑
drum.armymwr.com	87	-11.2% ↓
wiesbaden.armymwr.com	54	-19.4% ↓
mccoy.armymwr.com	32	28.0% ↑
yuma.armymwr.com	8	-57.9% ↓
irwin.armymwr.com	3	200.0% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,562
(direct)	1,249
bing	511
home.army.mil	297
army.mil	141
installations.militaryonesource.mil	119
armyfamilywebportal.com	73
m.facebook.com	73
yahoo	50
l.facebook.com	40



Views

1,529

↑ 744.8%

Sessions

1,440

↑ 718.2%

Total users

1,323

↑ 732.1%

New users

881

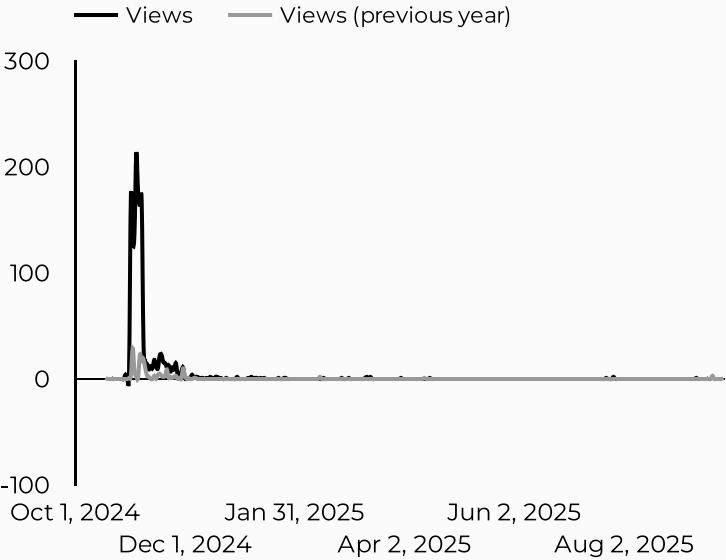
↑ 739.0% from previous year

Engagement rate

64%

↑ 25.8%

How is site traffic trending?

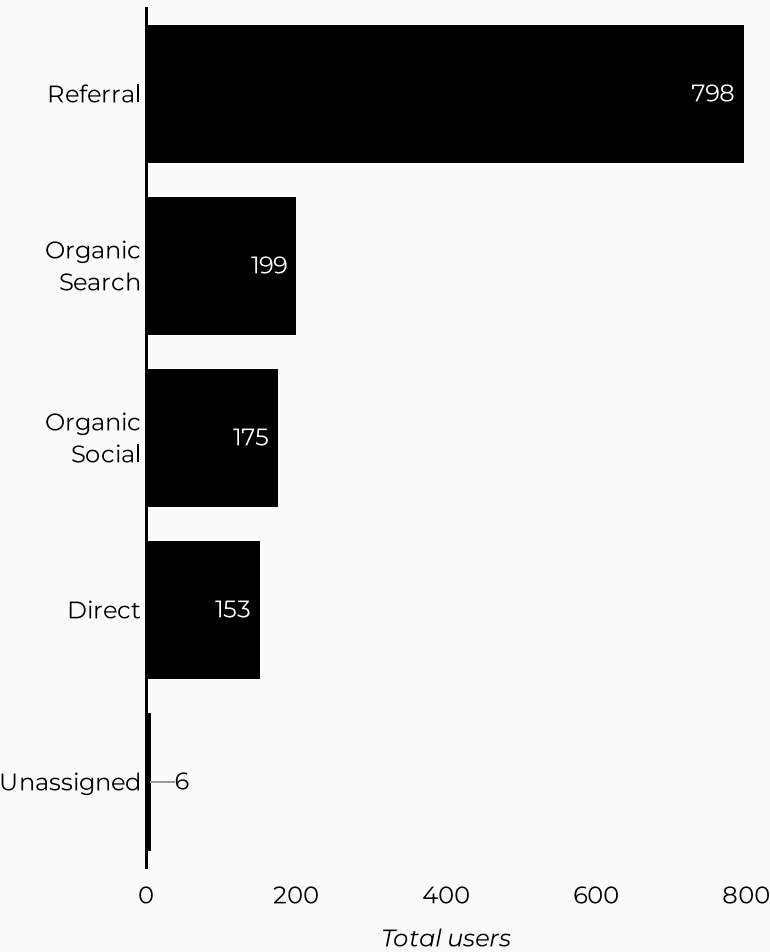


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,318	790.5% ↑
buchanan.armymwr.com	4	100.0% ↑
westpoint.armymwr.com	1	-50.0% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
home.army.mil	769
google	176
(direct)	153
m.facebook.com	89
lm.facebook.com	66
l.facebook.com	17
bing	16
(not set)	6
military.com	4
militaryonesource.mil	3

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
finance	301	222	1.36	1.78%
discovery	228	43	5.3	0%
sfrg	154	134	1.15	1.44%
mflc	136	113	1.2	0.86%
aer	122	104	1.17	1.85%
volunteer	107	85	1.26	1.12%
efmp	78	66	1.18	0%
wic	61	45	1.36	1.92%
jobs	61	52	1.17	3.7%
acs	57	48	1.19	0%
job fair	48	47	1.02	0%
lending closet	48	42	1.14	0%
counseling	47	37	1.31	40%
employment	46	33	1.39	5.56%
cpr	45	40	1.13	2.44%
pass it on	44	31	1.42	0%
fap	41	34	1.21	0%
employment readiness	40	20	2	0%
mflac	38	32	1.19	3.03%
care team	36	34	1.06	2.86%
boss	34	29	1.17	0%
pcs	34	27	1.26	0%
immigration	34	29	1.17	0%
financial	32	25	1.28	3.85%
job	32	22	1.45	8%
sharp	31	25	1.24	7.69%
mwr	31	28	1.11	3.45%
Grand total	8,992	6,679	1.35	2.8%